

Yiyun (Selena) Xu

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Summary

UX/UI Designer with 3 years of experience in conducting **user centered design** to deliver end-to-end user experience across both **web and mobile** platform. Excellent skills in **interaction design, visual design** and **user research**. Strong **technical knowledge background** in HTML, CSS and JavaScript.

Experience

VPGAME INC.

BELLEVUE, WA.

VPGame is a startup company in the video game and e-sports media industry with a fast-paced working environment. I collaborated with a cross-functional team of 18 in 3 locations (Bellevue, Shanghai and Hangzhou) on 10+ projects across vpgame.com, varena.com and vpesports.com.

Product Designer

Aug 2018 – Aug 2019

- Led full redesign of vpesports.com with findings from market and user research, generating over 1 million active users with 5 million pageviews per month
- Led the user experience, user interface and visual identity for Dota2 and Autochess game analytics tools across VPGame and Varena (both mobile and web platform), increasing user engagement by 42% in total
- Designed and implemented innovative website updates regularly to ensure traffic (23% increase in retention)
- Conceptualized and prototyped data analytics tools for LOL professionals, beating out all the other firms in Tencent's bidding
- Conducted usability testing and interviews with 10+ participants; synthesized and designed against findings which reduced bounce rate for vpesports.com primary user flow by 13% and decreased uninstallation rate of VPEsports app by 19%

UX/UI Designer

Jan 2018 – Aug 2018

- Built information architecture, created user flow, made prototypes from lo-fi wireframes to interactive mockups, helped dev team with implementation and launched VPEsports mobile app across Android and IOS platform
- Revamped website flows and navigation menus of vpgame.com, increasing traffic to previously neglected pages by 28%
- Spearheaded the development of a cohesive style guide to standardize design patterns and establish a baseline of consistency

AMAZON

SEATTLE, WA.

Student UX Designer & Researcher

Jan 2018 – Jun 2018

- Led the capstone design team of 4, collaborating with senior UX researchers and product manager on redesigning Amazon Seller News
- Broke business objectives into significant and feasible scope through conducting competitive analysis and 11 user interviews
- Created personas, journey map, wireframes and interactive prototypes based on research findings and conducted 3 usability testing to validate and refine design

UNIVERSITY OF WASHINGTON

SEATTLE, WA.

Design & Research Assistant

Jun 2017 – Jun 2019

- Collaborated with HCDE Professor Julie Kientz and UW Northwest Center for Public Health Practice researchers on applying human centered design to older adult's health information management
- Analyzed UX research data from 90 in-depth user interviews, developed 18 information personas of older adults and their key stakeholders, defined scenarios and use cases, made storyboards and proposed design solutions
- Crafted a 97-page online guidebook with PowerPoint and Photoshop for designers -- "Supporting personal health information management: the essential guide to older-adult centered design", following W3C accessibility guidelines

Education

Bachelor of Science, University of Washington

2014 - 2018

Human Centered Design and Engineering: Human Computer Interaction (GPA:3.73)

Skills

Design:

Design Thinking, Information Architecture, Wireframing, Prototyping, Persona, Journey Map, User Flow, Sketching, Storyboarding, Visual Design, Data Visualization

Tools:

Adobe XD, Illustrator, Photoshop, Premiere, Sketch, Figma, Axure, Protopie, Jira, Zeplin, Miro, Trello, InVision, Balsamiq

Research:

Interview, Usability Testing, Google Analytics, Competitive Analysis, Contextual Inquiry, Survey

Development (knowledge in):

HTML, CSS, JavaScript, Java, Python

Languages

Chinese, English